

Message Text

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TAGS: BEXP, SW
SUBJECT: COMMERCIAL PROGRAMS: FOREIGN BUYER PROGRAM - SELECTION
OF US TRADE SHOWS: SEPTEMBER 1977-NOVEMBER 1978

REF: STATE A-5757

1. POST WOULD APPRECIATE RECEIVING, AS THEY BECOME AVAILABLE,
50 COPIES EACH OF BROCHURES FOR FBP SHOWS LISTED IN REPAIR.

2. AS WE HAVE ESTABLISHED COOPERATIVE ARRANGEMENTS WITH A NUMBER
OF TRAVEL AGENTS AND AIRLINES OPERATING IN SWEDEN FOR THE
PURPOSES OF PROMOTING FBP SHOWS. WE HAVE FOUND, HOWEVER, THAT
RELATIVELY FEW BUYERS FROM THE LARGER SWEDISH FIRMS HAVE MUCH
INTEREST IN TRAVELING AS A GROUP. FBP-DESIGNATED SHOWS DO,
NEVERTHELESS, ELICIT A GREAT DEAL OF INTEREST AMONG SWEDES
AND WE BELIEVE OUR EFFORTS TO PROMOTE SWEDISH ATTENDANCE ARE
A GENERALLY FRUITFUL ACTIVITY. SINCE THE PEOPLE WE REACH DO,
IN FACT, TRAVEL AS INDIVIDUALS AND RARELY INFORM AS THEY
ARE DOING SO, WE HAVE A MUCH MORE DIFFICULT TIME IN
OBTAINING FEEDBACK IN ANY SYSTEMATIC WAY. WE CAN OF
COURSE POLL SOME ATTENDEES FROM THE LISTS YOU SEND
TO US AFTER THE SHOW CLOSES, IF THIS WOULD BE HELPFUL
TO YOU.
SMITH

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